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THE ECONOMIZER



Reliable Information
and
Seasonable Offers
to Investors in
Trees and Plants

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Edited by Wm. Godding and P. J. Van Melle

IN THE WAKE OF WINTER



SPRING 1927
—and the editors of the **ECONOMIZER** wish their readers a long and delightful planting season and health to enjoy

its toils and rewards. We hope our gardening friends "wintered well," as the saying is when nurserymen meet in the spring.

We wonder if any of the thrills experienced in gardening are equalled by that feeling of suspense when the blasts of winter have ceased and coverings and mulchings are removed; at that time when it seems as if all the things we planted are at the lowest ebb of vitality,—when we sense a crisis. How did we winter? How did the hardy border fare and the rose beds? And our evergreens?

The passing of winter marks a time of serious concern for the nurseryman; we at least are then given to critical reviews of our dealings with trees and plants in the past year and we suppose that the amateur gardener shares these solemn thoughts to a certain extent.

The seasoned gardener knows that no winter ever passes over his garden and lawns without exacting its toll of plant life here or there. Winter will pick its victims occasionally even amongst well established things and in the most favorable exposures. But such normal, inevitable losses do not worry the experienced gardener and only stir him to better efforts.

But winter's object lessons to the inexperienced or uninformed gardener come harder. Most of the damage is done to new plantations and mainly where things were planted which are not reasonably well suited to their locations. Winter locates every little lack of judgment in planting, every lack of after care. But the inexperienced gardener naturally does not understand these lessons so readily and is so likely to be discouraged from further planting instead of being spurred on to better results.

This is one of the reasons why the **ECONOMIZER** lays such stress on a careful selection of plant materials for every purpose and why we continue to invite all those who are not so familiar with trees and plants to talk over with us the chances of success of their intended plantings. We cannot prevent losses altogether; our trees are as perishable as any if set in unsuitable places. But we can assist materially in preventing such losses as result inevitably from inexpert selection of plant materials, which is the chief cause of disappointments with trees and plants.

We are always ready to advise prospective planters. This service involves no charge or obligation and is rendered anywhere within reasonable distance from our headquarters. It results advantageously to our patrons as well as to ourselves, since nothing depresses sales of nursery stock so much as dead trees and plants on lawns and in gardens.

ERECTO GARDEN CRAFT

Beautiful Garden Furniture and Ornaments
of the finest Cypress and workmanship
"The Wood Everlasting"

Send for our free descriptive catalog



Our Headquarters, under last January's Snow

An Unusual Evergreen

In this spring's price list of Evergreens we offer for the first time good-sized, home-grown plants of *Cryptomeria japonica* Lobbi, a quick-growing, Japanese tree of erect and rather narrow growth, which has proven entirely hardy in these parts.

In its native land *Cryptomeria* grows into a very tall, stately avenue tree. But hereabouts it does not seem to grow over twenty feet high and that only under the most favorable conditions. The largest specimens in this part of the country we know of are to be seen at Grand View, N. Y., directly along the road which follows the River.

Cryptomeria presents an appearance entirely different from that of any other hardy evergreen. It is a graceful tree of a loose habit of growth and approaches more than any other evergreen a tropical effect. It transplants best in the spring and should be given a sunny location. It behaves well in foundation plantings. The illustration on this page shows a *Cryptomeria* about seven feet high, planted by us some years ago at a residence on Hooker Avenue, Poughkeepsie. The plant shown is a typical specimen.

Young plants, such as we offer, grow usually from six to twelve inches in height each year. This growth is made late in the summer, often not until July. In cold exposures *Cryptomeria* assumes a distinctly reddish brown winter color which returns to a clear green in the spring. We recommend this evergreen strongly for all purposes which require choice specimen plants, for foundation groupings and as solitary specimens. It is hardy and one of the most beautiful of all evergreens. See our price list.



Cryptomeria in a Foundation Planting

ALL those who have dealt with nurseries or employed landscape folks in the spring must be aware of the extreme rush which this season occasions in these lines of business. This holds true not only in our organization, but in every other nursery.

It is naturally an advantage to allow every order for stock or landscape work as much time as possible for thorough preparation prior to planting time. With this in view we suggest that all who desire us to take care of any planting work this spring take these matters up with us at the earliest possible time. So many planting problems can be solved and plantings decided on in details before the rush of the season commences.

Planning ahead of time must result in prompt service when planting time comes around. While we endeavor to give every order, even at the height of the season, our careful attention, those who order ahead of time gain an advantage.

As soon as the snow has disappeared time has come to determine on spring planting. A 'phone call (**Poughkeepsie 663**) will assure you of our prompt attention to your planting problems. We are always glad to advise prospective planters as to what to plant and what not. Our assistance is offered to all who feel that they are not sufficiently familiar with nursery stock to make advantageous selections. It involves no charge or obligations, may save money and prevent disappointments.

WE are prepared to handle plantings of various natures within reasonable distance from our headquarters.

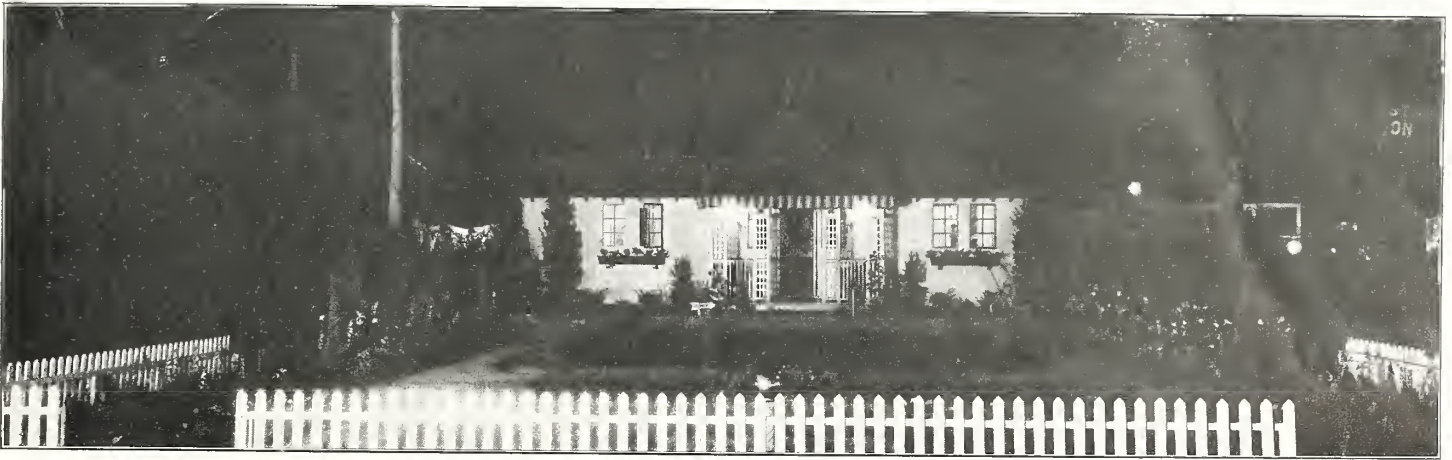
In view of the big volume of stock which must be planted within the few weeks of spring we prefer to restrict our landscape work to actual planting in as far as possible.

We are equipped to take care of practically all phases of planting. We plan and plant Flower Gardens, Rose Gardens, Foundation Groupings, Screens and Hedges, Rockeries, etc.

It is our fixed policy to assist those who desire our advice toward a selection of such plant materials as can be reasonably expected to thrive;—toward the greatest possible value at the lowest possible cost. We desire to be known as reliable, practical plantsmen rather than as salesmen of nursery stock. Our own interest dictates that our patrons must have their money's worth and we endeavor to furnish it, on the basis of the conditions of sale published in this issue. Our patrons are requested to read them before ordering.

Order Your Roses Early

If you desire to plant any particular varieties of Roses contained in our price list we suggest that you order them at your first opportunity. Later in the season many of the most desirable kinds will be sold out and may not be obtainable anywhere. The sooner you order, the less chance of disappointment.



THE above picture is a view taken at night of the Model Garden exhibited by the Dutchess County Horticultural Society at the Rhinebeck Fair, last Fall. The exhibit was staged in connection with the Electric Home of the Central Hudson Gas & Electric Company, who installed the lighting effects.

Those who saw this garden lighted at night by "flood lights" were enthusiastic about the effect. The charm of the thing was irresistible. It surely demonstrated the

marvellous possibilities of lighting arrangements of this sort. They are easily installed and may be hidden in trees. They simply transform the garden, by the mere turn of a switch, into a little island of soft light in the darkness of night.

There seemed to be nothing "cheap" or gaudy about this illumination; in fact, the picture the garden presented at night was artistic and charming.

The Dutchess County Horticultural Society is to be complimented on this achievement.

WE are happy to report that our stocks came through the winter nicely. When one has so many thousands of little baby-plants in his charge it is always a relief to know that the hardships of winter are past and that the plantations look well.

Our stocks of evergreens are constantly increasing. Thousands are added each year. For the past five years we have been planting each year many times the number we have been selling. It takes from four to six years to raise plants that can be used in our landscape work.

Evergreens are in increasing demand for many purposes; for Foundation Plantings, for Entrance Groupings on larger places, for Screens and Hedges and for Cemetery uses. It is really a job to keep the growing end up to the demand. That is why we have been planting young stock in the past few years away beyond present sales, until now we have thousands of the choicest hardy evergreens on hand in various stages of development.

These young evergreen plantations are a pretty sight and attract a good deal of the attention of visitors to the nursery. Surely, the raising of these little things is one of the most satisfying phases of the nurseryman's work. And many of the slowest growing things like the little Japanese Retinosporas and Yews which it takes from six to ten years to raise nice plants of, are somehow his favorites.

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ERECTO GARDEN CRAFT is made of No. 1 Florida Cypress, "The Wood Everlasting". Each piece is painted (three coats) with a special weather-resisting white enamel, unless ordered unfinished, in natural wood. Arbors, Arches, Chair-Sets, Trellises, Benches, etc.

Send for our free descriptive Catalog.

AS the spring advances and you begin to look for signs of life amongst the shrubs and trees which were planted last year, do not be disappointed when some of them show no visible signs. Many shrubs are very slow sprouting in the spring following transplanting. This applies particularly to Dogwoods, Althea, Redbud and many other hard-wooded things. Some of them will not show outward signs of life until well into May.

Many shrubs are pulled up every year for dead ones that should have been left in the ground. Do not root out any such doubtful looking things as long as there seems to be live, green wood under the bark when it is scratched.

Likewise with evergreens, one should be careful not to pull up any of those kinds which assume peculiar winter colors. Cryptomeria, for instance, may turn reddish brown while many Junipers assume purplish colorings. These winter colors are sometimes mistaken by unexperienced gardeners for signs of departing life.

We call attention to these things because we know that a good deal of healthy, live nursery stock is destroyed every spring by mistake.

* *

WHILE we endeavor to accomodate our customers as much as possible by sending out men to plant stock purchased from us, we cannot, during the rush of the season, arrange to send planters with every order. We request that our patrons take care of the planting of their trees in as far as possible. Planting directions will be sent upon request.

When planters are sent out, it should be understood that their time is charged from when they leave the nursery until their return and that transportation is charged at cost.

POINTS OF INTEREST . . .

. . . The plant names used in our list of Hardy Perennials are in accordance with "Standardized Plant Names" as established by the American Joint Committee on Horticultural Nomenclature. The object of this work was to prevent confusion of plant names by the adoption of one fixed scientific and one fixed common name for every plant or tree grown in the nurseries.

. . . This issue contains our complete price lists of Evergreens, Shade Trees and Shrubs, Hardy Perennials, Roses etc. Delivery of Trees and Shrubs commences as soon as the ground is thawed, while Hardy Plants are best not planted until about the end of April, when the ground has warmed up a bit.

. . . Did you know that we make our headquarters in one of the oldest houses about Poughkeepsie? It is one of the landmarks;—probably two hundred years or more old.

VISIT OUR NURSERY

How To Use Natural Humus

It seems that the purposes for which Natural Humus is best suited are not always clearly understood. Though it contains considerable plant food, we do not sell it as a fertilizer. It is most useful as an admixture to stiff, heavy soils which have a tendency to "cake" in dry weather. Humus is a very light and porous substance with great moisture-containing properties. Its main usefulness therefore is in changing the texture of heavier soils. Its moisture-retaining quality makes it a desirable admixture in the surface soil of new lawns, provided it is used in sufficient quantity. A two-inch layer over the surface, worked through the surface soil, will be effective, but a mere sprinkling is practically useless.

Natural Humus makes a splendid top-dressing for established lawns and may be used at frequent intervals.

It has also a tendency to facilitate root-growth of transplanted stock, particularly of evergreens. It is for this reason that we use it heavily in the nursery, mostly in the beds of young evergreens. Half a bagful used in the planting of a medium-sized evergreen will benefit the plant. But it should not be so used instead of a fertilizer. Stable manure, well decayed, or bonemeal should be mixed with the soil as if no Humus were used.

Rhododendrons, Mountain Laurel and Azaleas thrive best in all-Humus. The best results are obtained with them when the planting spaces are excavated to a depth of 18 inches and refilled with Humus. For these plants only, it is best to use freshly mined Humus, which is slightly acid. For all other purposes air-cured, sweet Humus should be used.

Where Natural Humus is needed in large quantities, it will pay the purchaser to consider the comparative analysis of various products offered. A great deal of so-called Humus is offered which is really nothing but black muck and which is worth next to nothing. The only guide to money's worth in Humus is a chemical analysis.

Natural Humus. The great builder of garden soils and Lawns. Should be used in all plantings. Facilitates root growth.

Order a bag or two of our well sweetened Humus with your trees and shrubs. Work a layer of it through the Perennial Bed.

Per 100-lb. Bag.....\$ 1.50

Per 1/2-Ton, in bulk, delivered within three miles. 11.00

Per Ton, in bulk, delivered free within three miles..... 20.00

Davidge Fertilizer. One pound of it will top-dress fifty square feet of soil. Use it for top-dressing the Perennial Bed. Hoe it into the soil. No bad odors, no weeds. May be kept for a long time. Always have a bag of it on hand and use a handful of it whenever a tree or shrub needs a stimulant. Use it in planting, as you would bone meal.

Per 100-lb. Bag.....\$ 6.00

ANALYSIS OF OUR NATURAL HUMUS;

as made on July 2nd, 1925.

	As mined	Air cured
Water	53.65%	11.60%
Organic Matter	35.34	67.40
Ash	11.00	21.00
Nitrogen	1.05	2.00
Phosphoric Acid (P ₂ O ₅)	0.15	0.28
Potash (K ₂ O)	0.14	0.26
Lime (Ca O)	1.13	2.15

CONDITIONS OF SALE

Prices are f.o.b. our nursery. Packing will be charged at cost. Deliveries will be made free of charge within a radius of three miles of our office. Deliveries outside of this radius will be charged at cost.

Shipments, except by our own motor trucks, travel at the purchasers' risk. We cannot entertain claims for shipments delayed or damaged in transit. Please file such claims with the carrying Company.

Claims for the adjustment of errors on our part should be made within three days of the arrival of stock.

NON-WARRANTY. We guarantee all stock to leave our place in a healthy condition and to be true to name. We do not undertake to replace any stock that fails to thrive. No exceptions can be made to this rule. It should be understood that in the event of errors on our part we shall not be liable beyond the original price of the stock furnished erroneously.

**ORDERS WILL BE FILLED ON THE ABOVE
CONDITIONS ONLY**